Ensuring Customer PDFs are Printable

Presented by: David Hunter
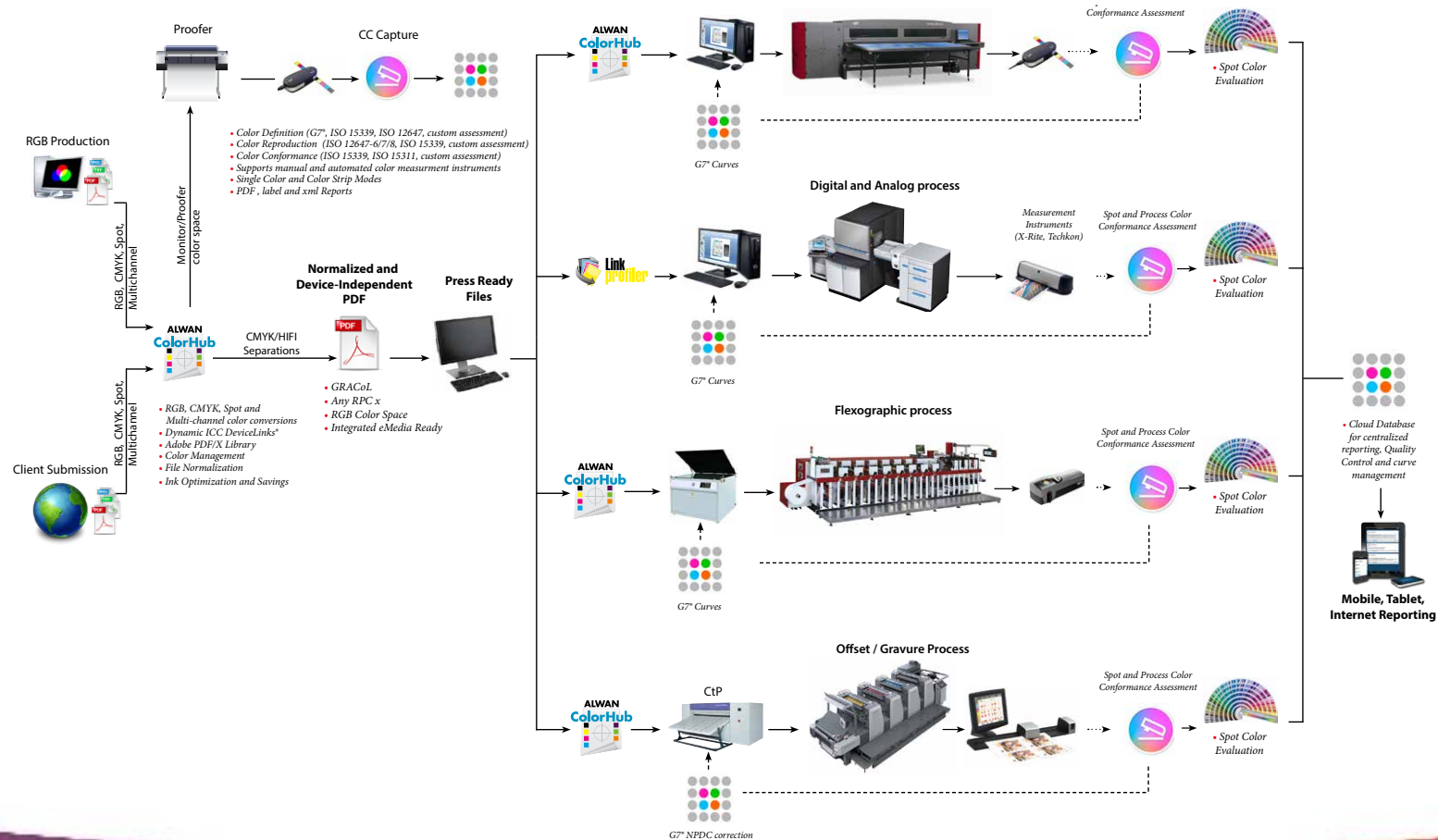
ChromaChecker

Agenda:

Ensuring Files are in Correct Color Space

◆ Customer Files in wrong color space
  - *Adobe Color Setting can be inconsistent*

  - *Can cause issues when printing*

◆ Prepress needs to be able to handle "bad" file
  - *Intelligent handling of all contents of PDF and PDF Output Intent*

Overview of Solution

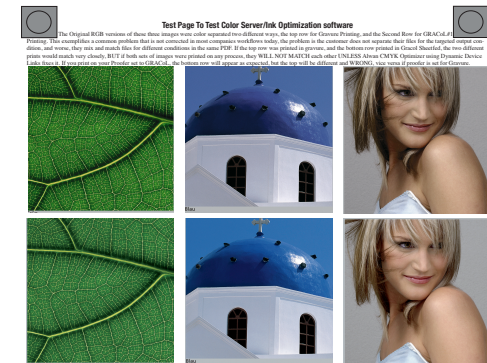## *Normalization/Optimization of Files= Output space*

Audit Your Workflow

PDF Test Forms

◆ KEE CMYK and CMYKOGV test forms
- Tests 16 different objects
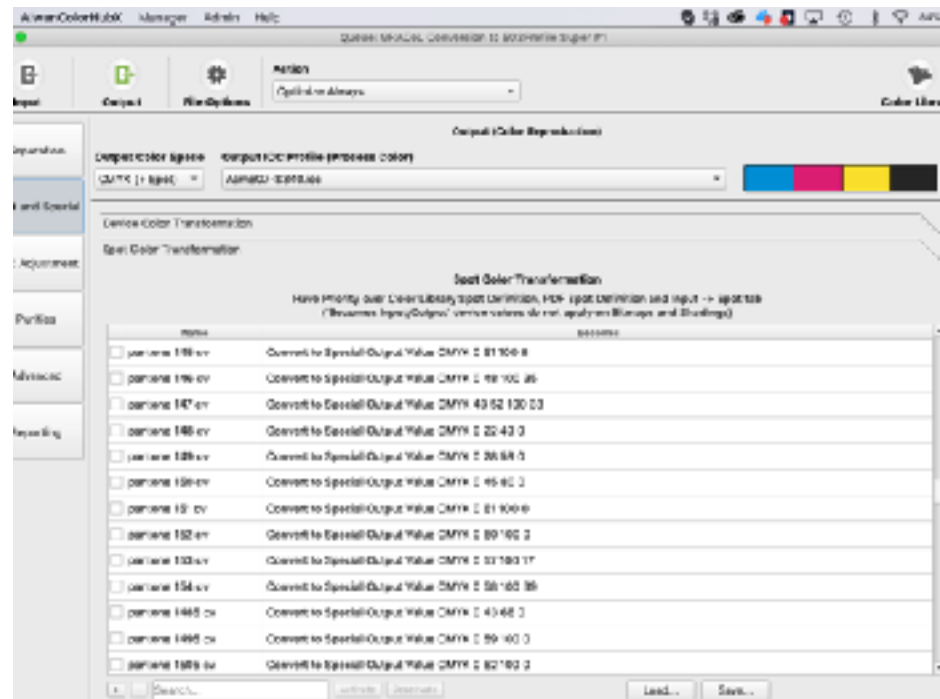- No Print necessary, can self grade

◆ Other Test forms
- Simple test form to show the problems

Handing Customer Defined Brand Colors

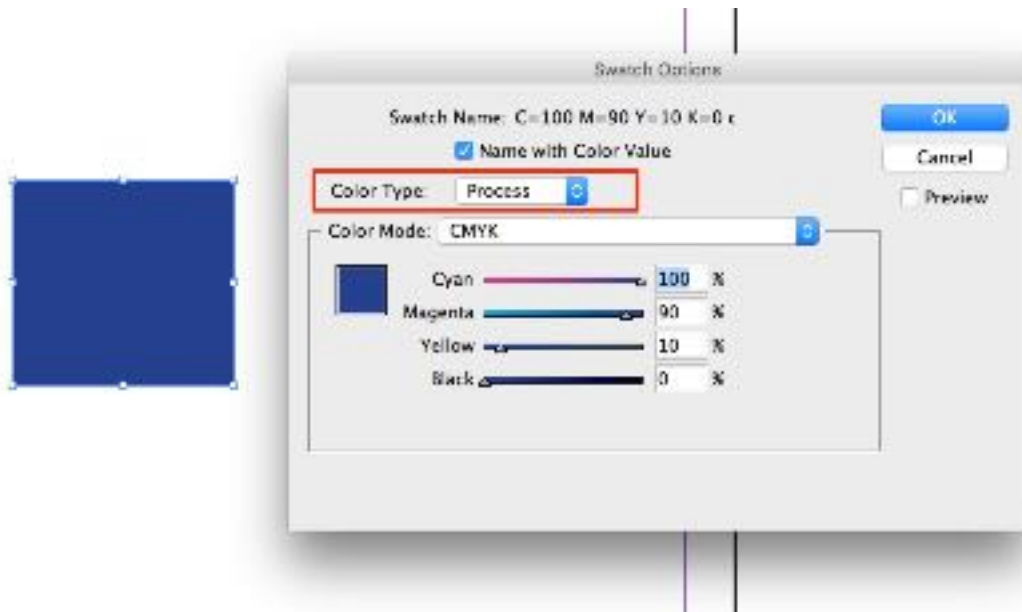## *Most RIPs have 28 color named color limitation*

◆ Color Servers typically do not have this limitation
- *Critical when rendering large color libraries and chip books*

Handing Customer Defined Brand Colors
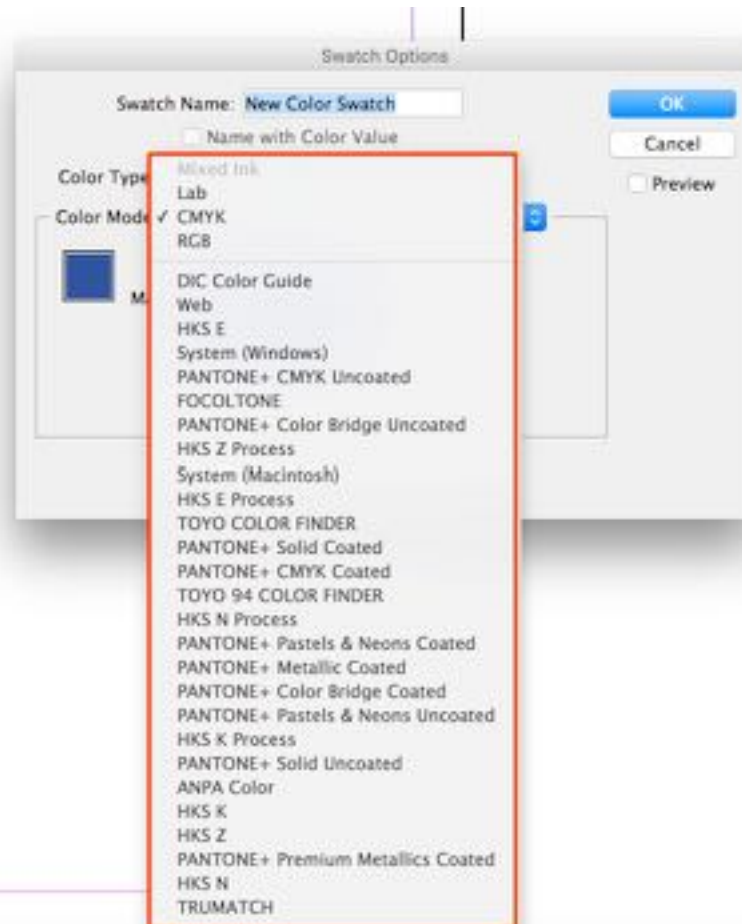
Very Problematic

◆ Customer defines wrong name or wrong definition
  - *Adobe defining brand color*

Handing Customer Defined Brand Colors
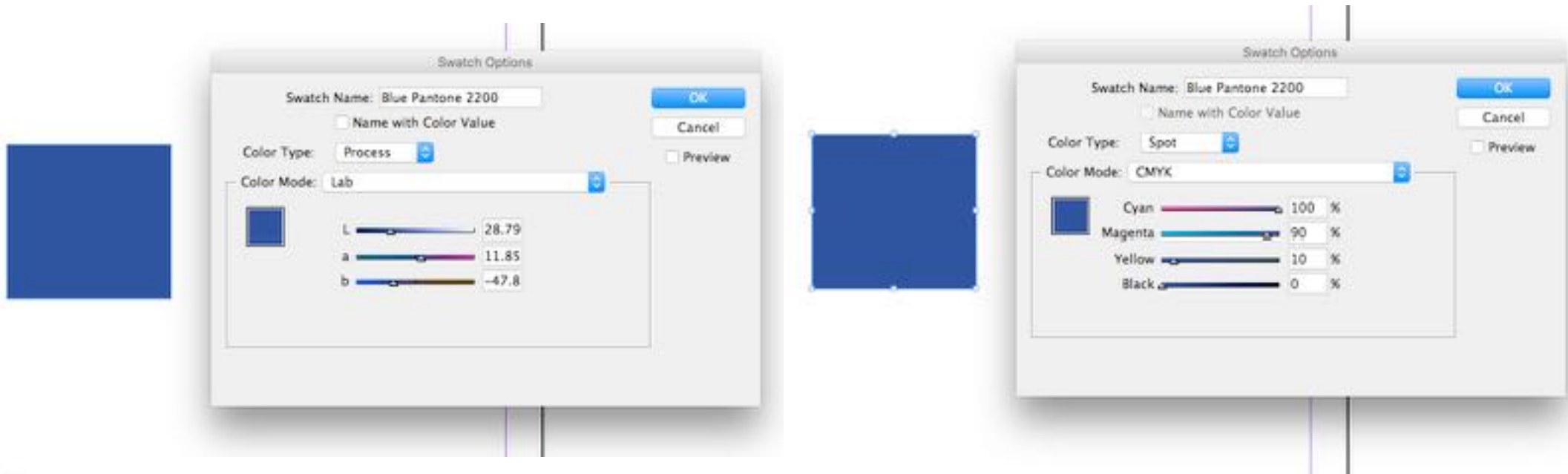
How is Brand Color Defined?

◆ Choices…

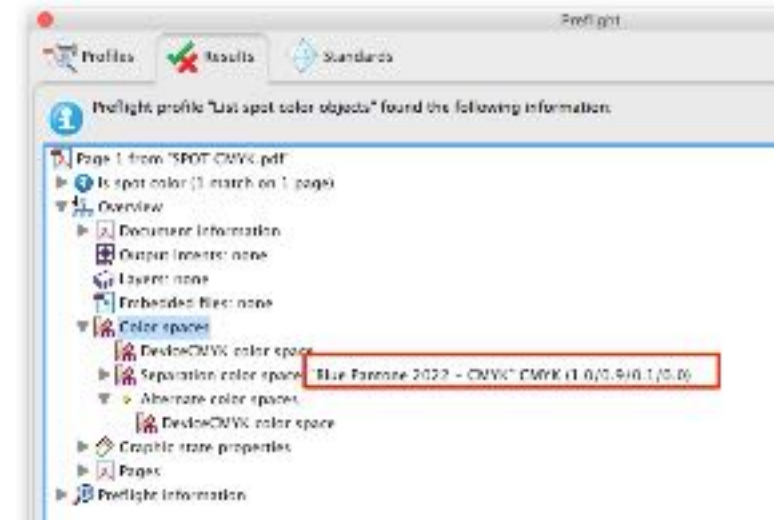# Handing Customer Defined Brand Colors
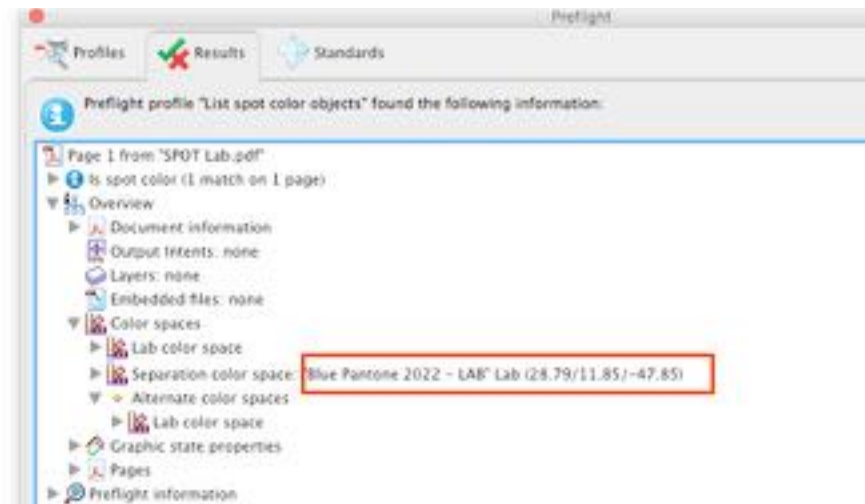
Creation of Brand Color

◆ Different Color Types
- *Lab vs CMYK*

Handing Customer Defined Brand Colors

Color is Applied Differently: ΔE= 4.4

Handing Customer Defined Brand Colors
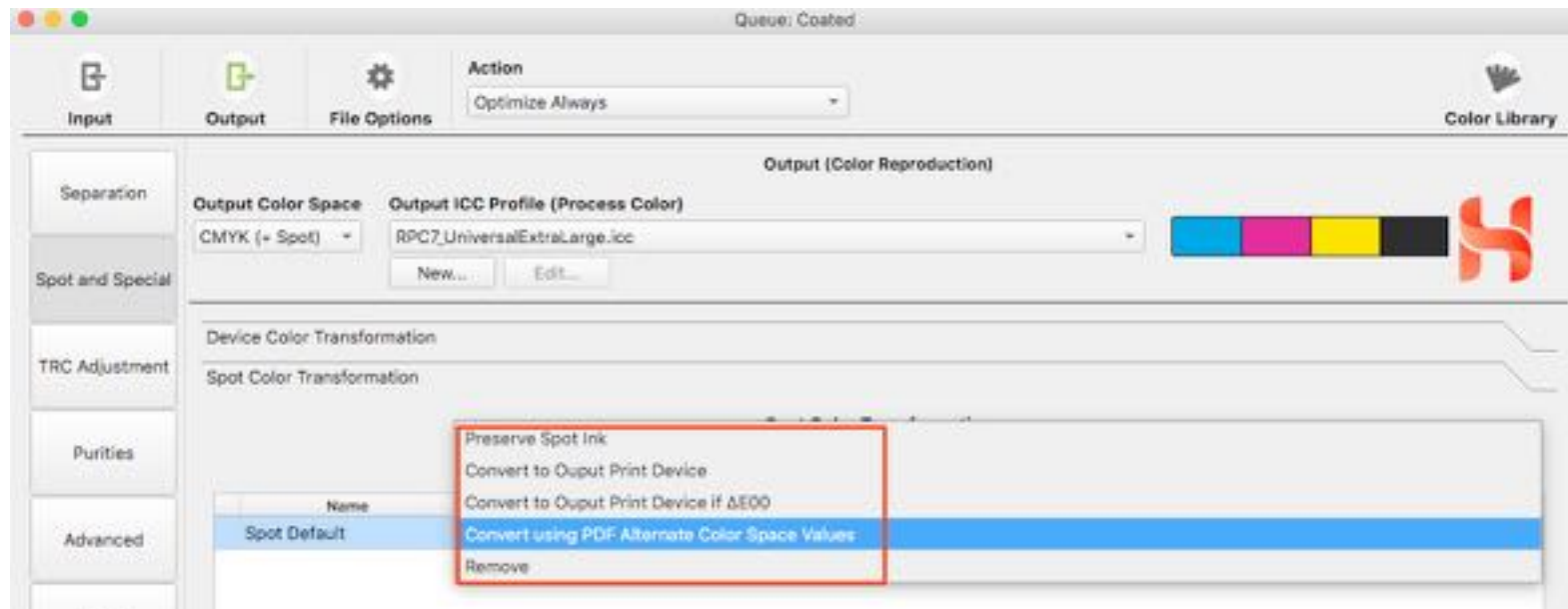
Color is Applied Differently: ΔE= 4.4

- *Lab vs CMYK*

Handing Customer Defined Brand Colors
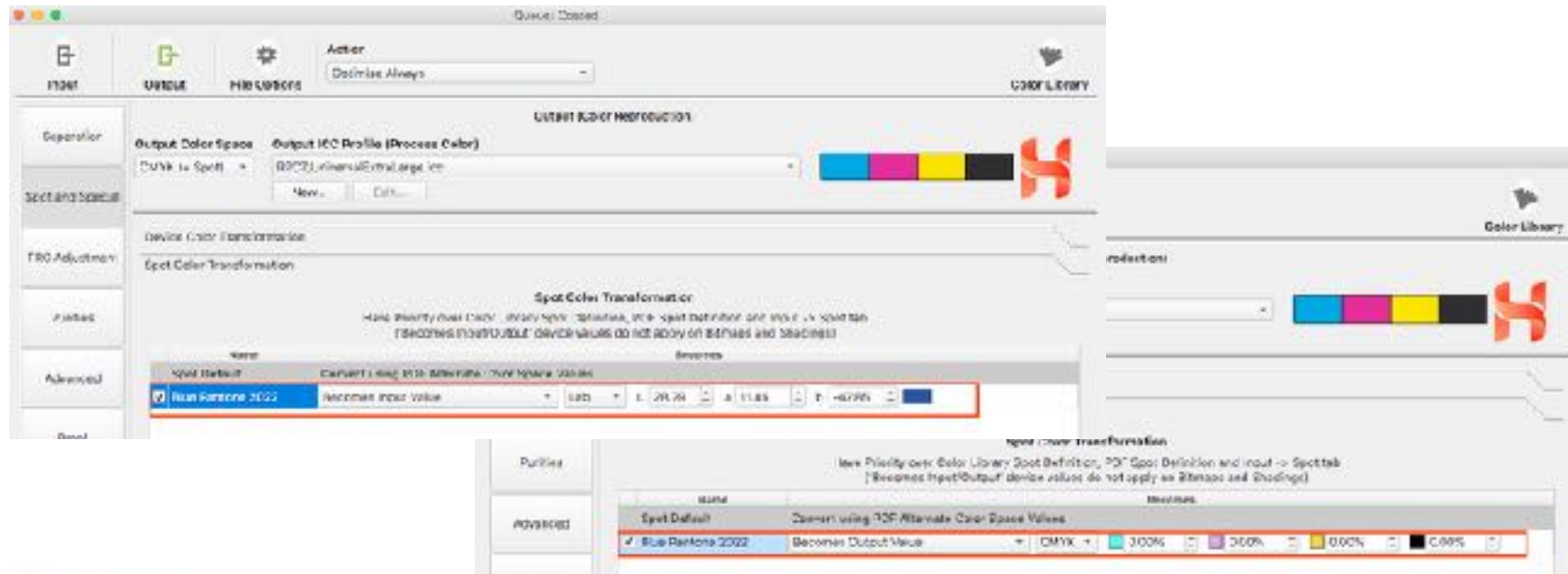
Most RIP Conversions

◆ Convert using PDF Alternate Color Space Values
- *Uses the wrong color space*

Handing Customer Defined Brand Colors

Intelligent Color Conversions

- ◆ Over-ride definition in PDF
  - *Normalizes all spot colors into the correct color space*

Summary:

Ensuring Files are in Correct Color Space

◆ Audit your prepress processing software

◆ Assess all aspects for both brand colors and CMYK

◆ Add software solutions to fill in the gaps

◆ Align output color conversion profile with the targeted print condition for your printing devices

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